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**For Immediate Release**

**Dr. Sharon Petro to Address  
Fluvanna County Chamber of Commerce**

**Palmyra, Virginia – November 18, 2011.** On **Tuesday, December 6**, the Fluvanna County Chamber of Commerce will welcome **Dr. Sharon Petro** as the guest speaker at its **Monthly Networking Breakfast**. Petro, Director of Head Coaching in Charlottesville and Adjunct Professor at American University, draws on decades of experience to help performers in sport and business gain the Mental Advantage. She has a rich and diverse background as an athlete, teacher, counselor, coach and business professional. Dr. Petro created Head Coaching in 1998 to share her passion for sport and performance psychology with others.

Dr. Petro earned her Ph.D. in applied sport psychology with Dr. Bob Rotella at the University of Virginia. In addition, she received her training as a Professional Counselor at the Curry School. She was on the faculty at both the Curry School and the University Counseling Center. Additionally, she holds an M.S. and B.S. in Health and Physical Education and an M.S. in Administration. She is the creator of "The WIN Method: Your Guide for Optimal Performance" and is the author of The Tennis Drill Book.

Petro's topic will be "Develop a Champion Mindset: For Yourself and Those You Lead". Yogi Berra once said, "Ninety percent of the game is half mental." Whether you agree with Yogi's math or not, you might agree that much of business, like competitive sports, is a mental game. We would all like to be at the "top of our game" on the tennis court or in a presentation to a prospective customer. Many of the mental skills and strategies used by elite athletes to reach optimal performance in a competitive environment can be applied in business as well.

Dr. Petro has created The WIN Method: Your Guide to Optimal Performance to help individuals learn to focus on what is relevant to their performance. As corporate America is imposing greater demands for workers to accomplish more with fewer resources, learning to focus one's attention under the daily pressures is a valuable skill for all. The WIN Method is based on two foundational principles: the role our perception plays in contributing to our performance, and the importance of asking better questions of ourselves and others. Understanding the role perception plays in our own and other's performance is critical in creating necessary change. Developing the skill of asking better questions not only helps individuals maximize their own performance, it has great importance in mentoring co-workers.

The December Networking Breakfast will be held in the Ashlawn Grille in the Lake Monticello Clubhouse, starting at 7:45 a.m. To purchase tickets, or for more information about the Chamber or any of its upcoming events, visit [www.fluvannachamber.org](http://www.fluvannachamber.org) or call 434-589-6212.

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